

Empowering women

Allah in the name of, the most Affectionate the Merciful.

Modern times have shown things which were not even thought about in the past. The mentality and the way of judging people has transformed to a great extent. Where, the new concept of human resource has emerged. The human existence is being scrutinized on the basis of its ability to be an asset or a liability. The very nature of having respect and regard for human life is declining as we speak.

Day by day, as the marketing aspects are growing, psychologists are being hired to analyze the human behavior and to make the advertisements more effective and most importantly attractive.

While, this being planned and executed in various places of the globe. Its side-effects are also starting to pop out. One of the aspects of this new marketing technique is to materialize women. To display the women as “things”. To rob them of their privacy and intimacy, the basic concept of this ideology is to mislead the women into exposing their bodies in public.

To use them as a tool to lure people into buying things. To understand this we must pay attention to this fact:

If someone wants the women to willingly expose their bodies, he needs to first make them immodest viz. to take their modesty from them. Once, they become immodest they will perform every vile and indecent act he orders them to. If people are to be lured into paying attention into a product, the marketers have to present the advertisement with a beautiful woman with indecent clothes. Likewise the same women cannot be used in multiple ads. Hence, the marketing heads need new

women to willingly volunteer for this, without having to force them. For this it was necessary to display immodest and vulgar women as role models and divas. So that every modest girl may think that she is somehow lagging behind and is not able to pace up with the modern times. When this ideology was made common, every other woman wanted to be model or a T.V star. Hence, a trend was started and people even today are following this trend and women are being robbed of their privacy, intimacy and in turn their beauty.

Muslim women were also targeted and the materialistic and opportunist minded were able to lure even them into falling in this trap. It must be noted that the real power of a woman lies in her self-respect and her self-esteem. If a woman is emptied of her self-esteem, she just remains to be a usable toy and nothing else. Look at the women who offer their services (“engage in adultery for money”), they are deprived of any self-respect, they are just made to believe that they have no usage and no worth in this world except for they being used for sexual purposes. In fact, those women are the victims of these money minded people.

Having said this I would like to point out that the women in general and Muslim women in particular must pay heed that this propaganda is being spread world-wide, so that women can be transformed into things of use and they can be robbed of their modesty. But there is a thing, a practice, if accepted and followed upon can guard your modesty as well as your self-respect. A practice which will give you respect and confidence to do anything you want without having the fear of being used. Which, not only guards your body, but also your chastity. And that practice is none other than your Veil, your Hijab, your Burqa, and your Naqab. Islamic veil has empowered women to such extent that they can live their lives with their head high and confident eyes. And this continues till the date where women with Hijab don't have to

worry about their appearance and can focus on things that enhance their inner beauty and strength of character.

It is a very relatable act that when a woman will focus every single minute of her life to enhance the way she looks; this will keep her from looking into things which are concerned with inner beauty and increasing self-worth. Furthermore, this creates a taboo in the society that women who are not beautiful are not an “asset” and are lesser human beings. Just think about what will the condition of the morale of these women when they will become old and ugly? They will lose the very will to live!

Giving this mindset to people will also make men judge women based on their outer beauty and not their inner self. And when their wife becomes fat due to multiple operations or loses her beauty due to an accident (Allah forbid!). This will make the men hate their partners; because the only thing they thought worth in her was her beauty and now that is gone, they have become somehow useless!

Thus, O dear independent and bold women! O dear princesses of Islam and women of the whole world! I invite you towards self-respect, towards not being seen as a “commodity”, towards a better existence, towards actual love and affection, towards Islam and Naqab, towards chastity and purity, come and embrace your destiny, you have been created for a higher purpose and not for being sold in the market in the form of mere visuals. Come and live a better life!

May Allah bless my dear princesses to follow the footsteps of the Lady of Paradise Fatima Zahra (Allah is pleased with her)

1 April 1, 2020, 7 Shaban ul Moazaam 1441Hijri
- Sag e Bargah e Tajushariyah (Allah is pleased with him)

Fardeen Ahmad Khan Razvi 9837777689

AN NAJM ISLAMIC MEDIA